



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION  
MICHIGAN.ORG



PURE MICHIGAN™  
Your trip begins at michigan.org

# PURE MICHIGAN

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## Michigan Tourism

- #7 state for both leisure and all travel (business and leisure)
- Visitors spend \$17.5 billion traveling Michigan (leisure travel is \$12.6 billion of that total)
- That spending funds 193,000 jobs statewide
- And generates \$971 million in state tax collections



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## FY '07 Promotion Budget

- Total Promotion Budget is \$13.2 million
  - \$5.7 million from GF Promotion Fund
  - \$7.5 million from 21st Century Jobs Fund (half of special \$15 million appropriation)
  - Moved up from 31st to 17th in state tourism budget ranking

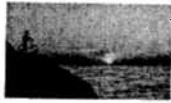


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## Competitor FY '07 Budgets

- Hawaii - \$71 million
- Pennsylvania - \$65 million
- Illinois - \$49 million
- Florida - \$33 million
- Texas - \$29 million
- California - \$29 million
- Utah - \$23 million



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## Travel Michigan Activities

- Advertising
- Public Relations
  - Media Relations, WJR, SATW, FAMs
  - 64 million impressions, up 39% from 2005
- Enewsletters
  - Delivered 767,000 consumer
  - enewsletters, up 6% from 2005



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## Travel Michigan 2007 Markets

### Primary Markets

Chicago, Cleveland, Indianapolis,  
Milwaukee, Cincinnati and Southern  
Ontario

•

### Feeder Markets

Toledo, South Bend, Ft. Wayne and  
Green Bay

•

**Michigan**



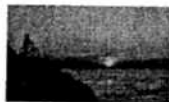
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## Travel Michigan Activities

- Welcome Centers  
Distributed 6.7 million industry brochures, up 1% from 2005
- *Michigan Travel Ideas* magazine
- michigan.org
- travelmichigannews.org industry newsletter

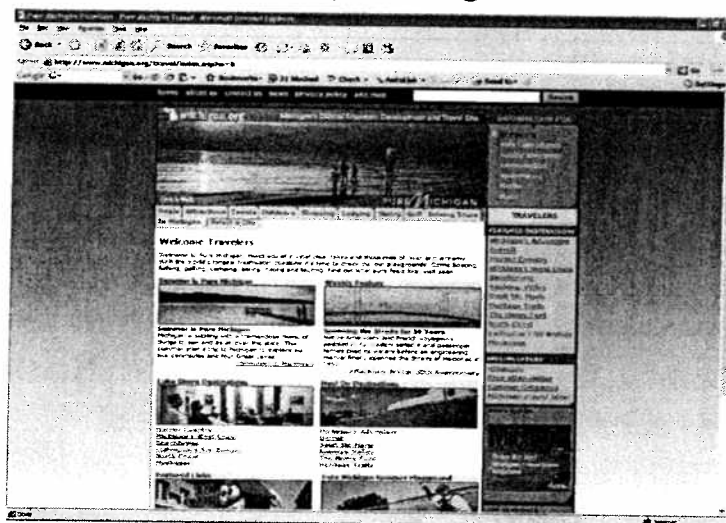


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## michigan.org



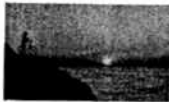
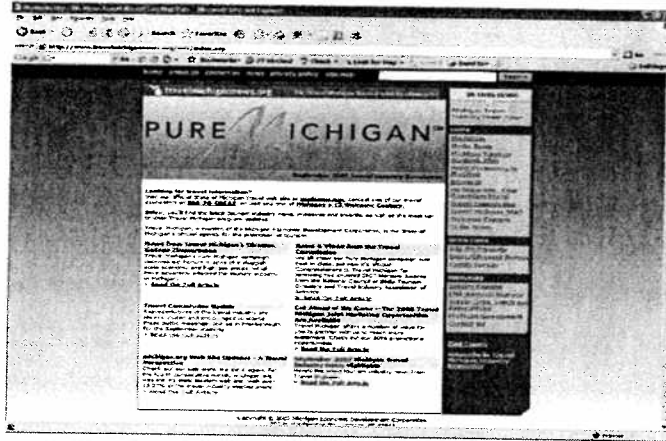


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travelmichigannews.org



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Creating the Brand



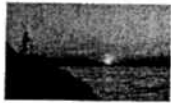
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## Pure Michigan Branding

Brand Objective:  
The Heartland's Premier Vacation Destination

Conceptual Target:  
Getaway Artists. People who put thought into turning their vacation (or long weekend) into the richest possible experience they can get for their time and money.

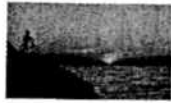


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## Pure Michigan Branding

- Role of Brand:  
An Authentic Destination. All states have places to go for golfing, fishing, shopping, sight seeing, etc. But Michigan is an entire (and big) state that feels like a vacation destination is supposed to feel.
- Selling Idea:  
In our overdeveloped, stripmalled and Starbucked world, one state still feels magic, mythic, authentic, untamed, unspoiled, uncompromised, timeless and true . . . Pure Michigan.



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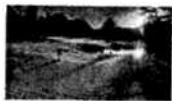
## Pure Michigan is

- Majestic
- Mythic
- Magical

Brand Success: Michigan is a place so special, visitors will invest significant time and money to experience all she has to offer.



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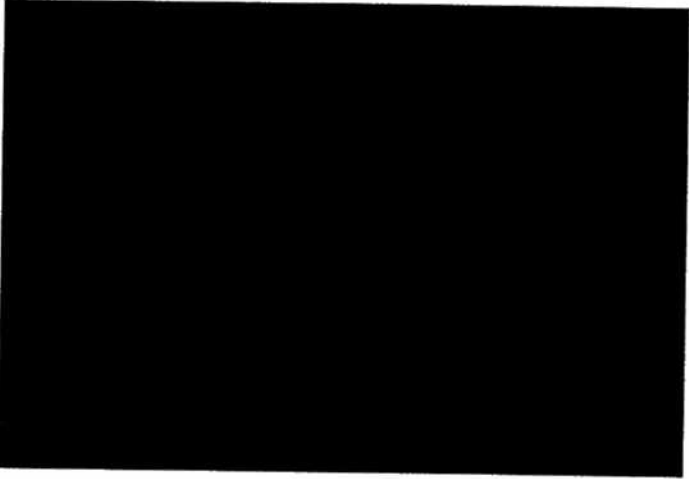


## The Goal


I ♥ NY®

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## "Sunrise"

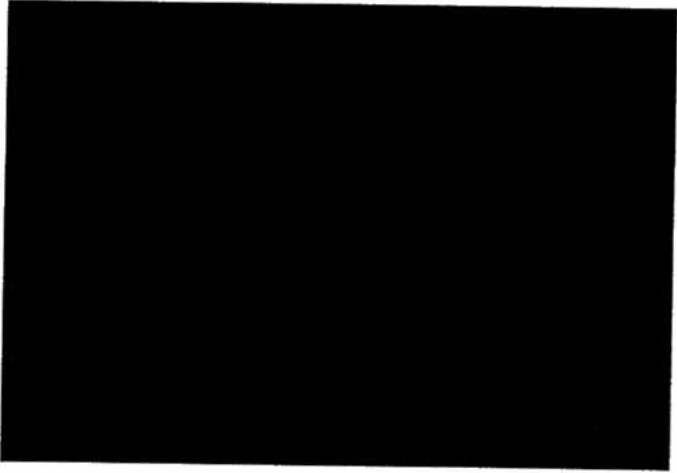


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## "Tee Times"



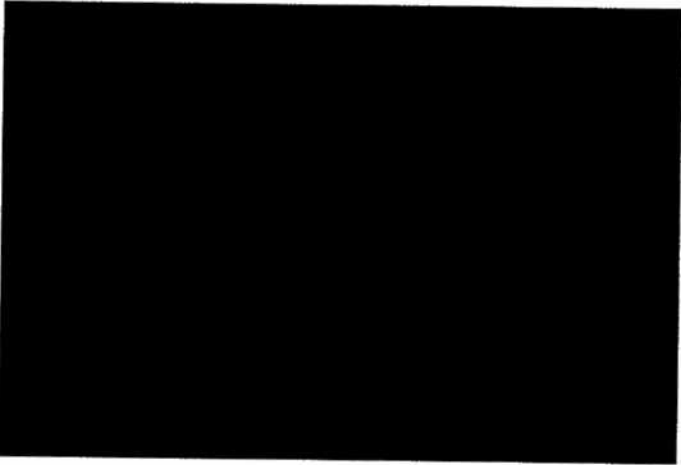
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## "Trees"

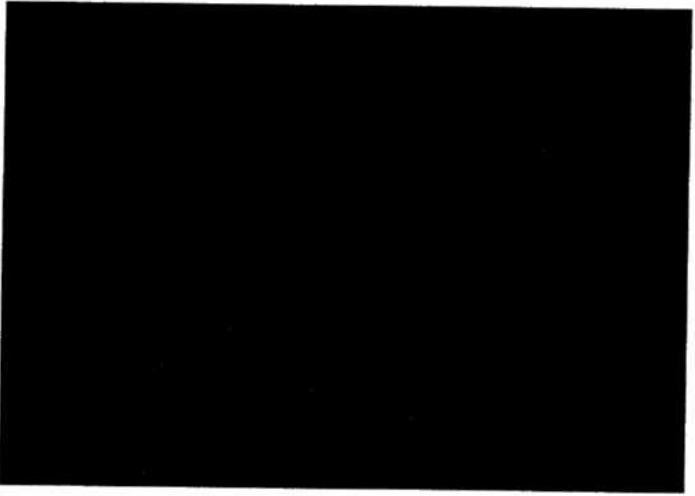


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## "Harvest"



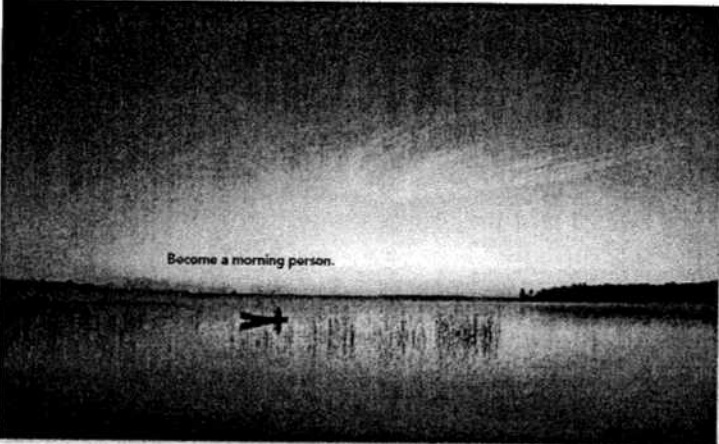
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Become a morning person.

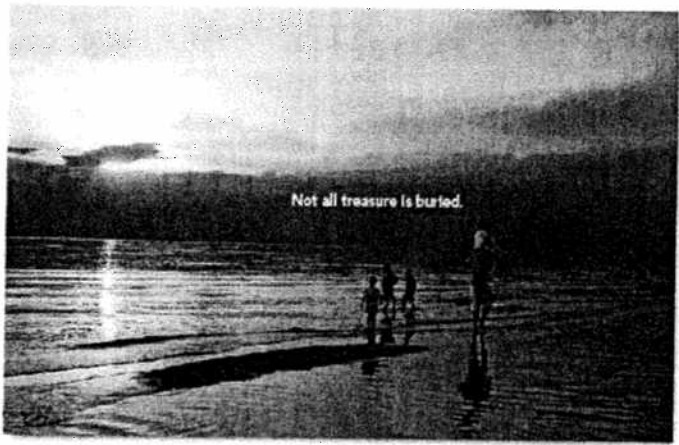
11,000 inland lakes • Over 19 million acres of forest • 1,300 miles of scenic trails • More freshwater coastline than any other state

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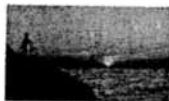



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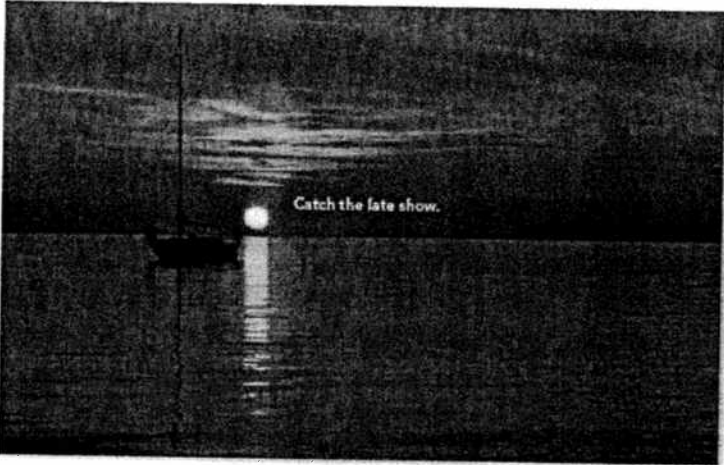
Not all treasure is buried.

11,000 inland lakes • Over 19 million acres of forest • 1,300 miles of trails • More freshwater coastline than any other state

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Catch the late show.

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11,000 inland lakes • Over 19 million acres of forest • More freshwater coastline than any other state

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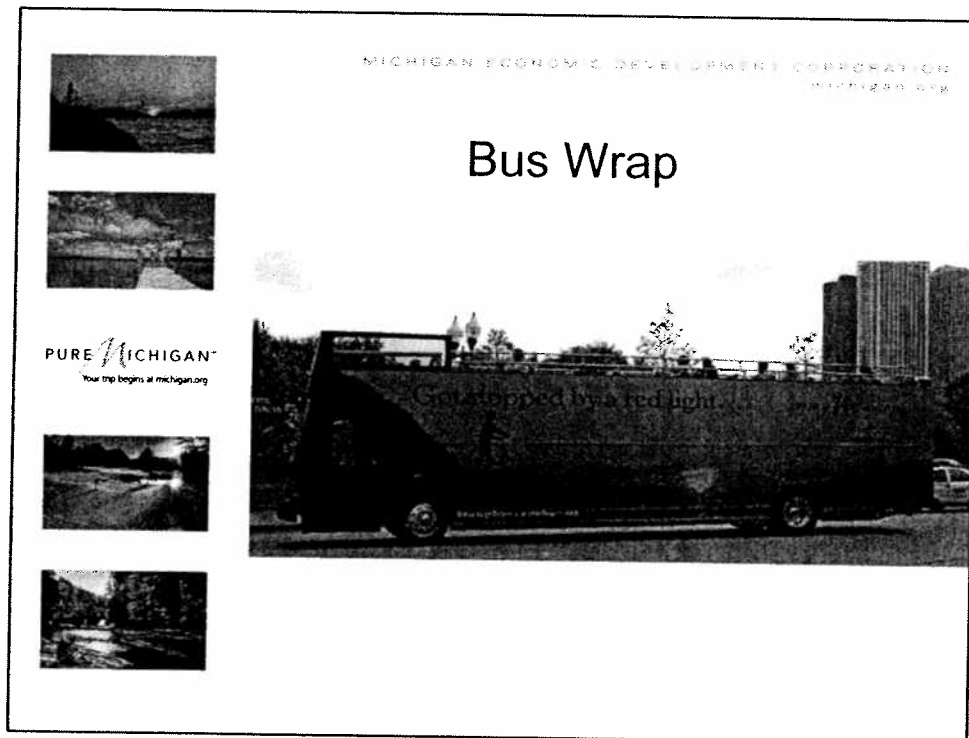
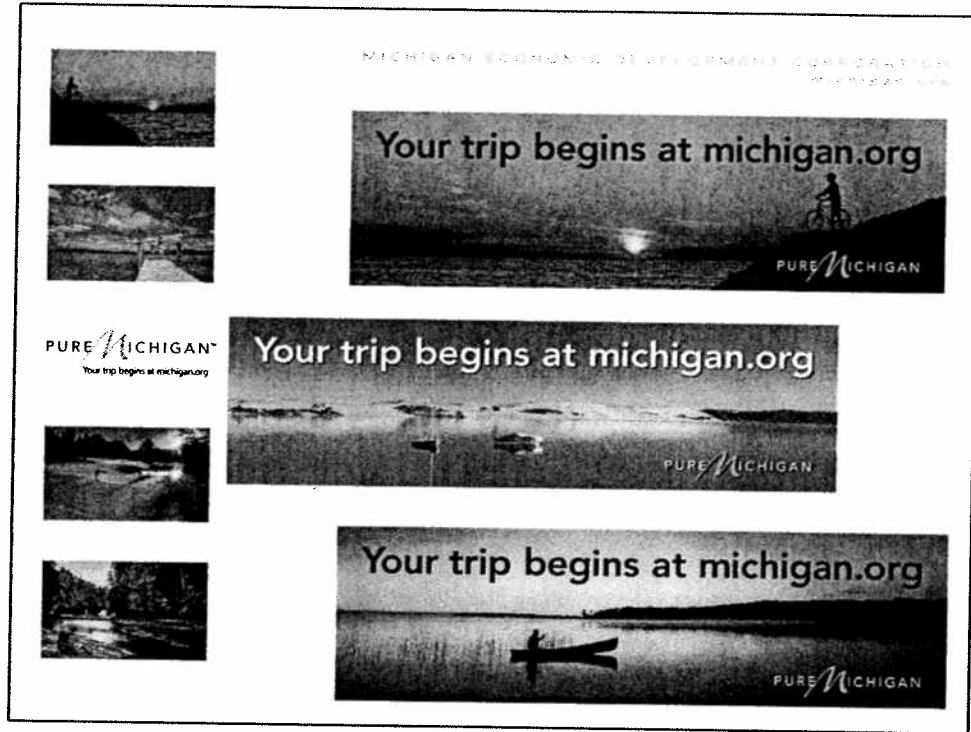


Don't even try to look busy.

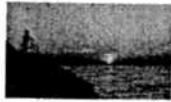
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500+ parks and boutiques • Beaches and golf courses • Art galleries and wineries • Country lanes and resorts

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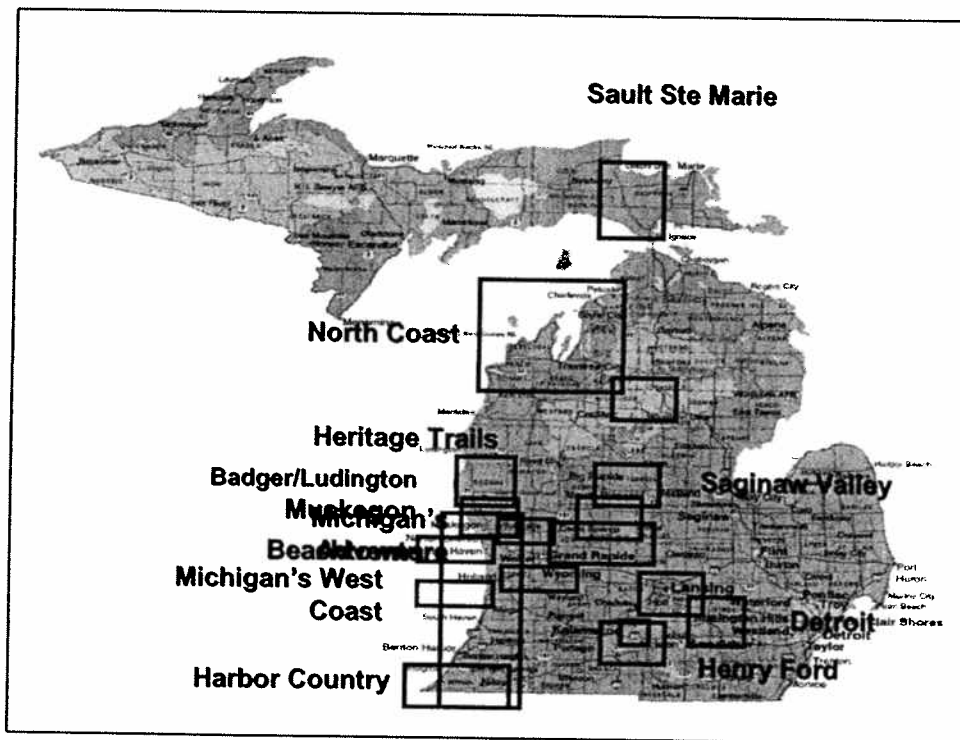
## 2007 Partnerships



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- 33 partnerships representing more than 75 destinations
- \$1,284,000 in matching funds
- Joint partner television, radio, print, outdoor and online




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*Partner Ad - Detroit*



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PURE MICHIGAN  
"color my world"

v 19  
roughcut 5 16 07

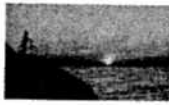
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## Initial Results



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- 2007 Mercury Award – Best State Tourism Advertising Campaign, Travel Industry Association of America
- michigan.org most popular state tourism website in April, May, June, July, August and September
- michigan.org traffic through September up 23% over same period last year



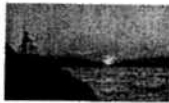
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Brand Adoption



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**CRYSTAL**  
Lakeside Resort



Life is short. Play often.

Take your summer vacation one better vacation. The new modern Michigan Lakeside playground features two championship golf courses, a five-course master playground and sand, shuffle, wall, and program. For kids of all ages is one of the most scenic looking in the Midwest. Take a moment of the Lake Michigan waterfront and Shopping Area. Dunes, a water sports area, and more. Crystal Lakeside is just 15 miles NW of Grand Haven. Michigan 33413.

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crystallakesideresort.com 800.808.8080

Not a member? Join today! Visit michigan.org or call 1-800-808-8080. Michigan's Official Vacation Brand.

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**SILVER LAKE SAND DUNES**

Silver Lake  
Hart & Pentwater



Count Drifts, Hills or Walk the Dunes

**2007 Vacation Guide**  
115-21 Hart/Pentwater Hwy., (800) 933-0453

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**Real travelers have no agenda.**




Discover the powerful beauty of the Upper Peninsula's eastern shoreline, where ships will use lighthouses, waterfalls thunder in the distance, and all that's needed to explore the territory is a tank of gas and a highway map. Try traveling with an agenda and no schedule – and recall the simple pleasure of finding the stunning views around every bend in the road. Come visit Michigan's First City.


**PURE MICHIGAN**  
**Sault Ste. Marie**

For more information call:  
800-MI SAULT (647-2859)  
or visit [www.saultsteemarie.com](http://www.saultsteemarie.com)

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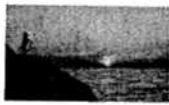


UPPER PENINSULA  
S.S. BADGER  
**PURE MICHIGAN™**

800.562.7134  
UPtravel.com

870.851.4241  
ssbadger.com



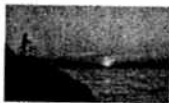


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## Consumer Feedback

*"I don't know who is responsible for the michigan.org radio commercials that are airing in Chicago this summer, but the messages are so seductive, **if I did not already own a summer house in Michigan, I would have to go buy one.**"*

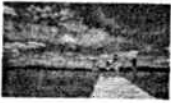


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## Consumer Feedback

*"I just wanted to commend you on the fantastic television and radio commercials you are broadcasting. I live in SouthWestern Ontario and actually enjoy listening to them. **You have done a fabulous job conveying a relaxing and centered place to vacation. Congratulations...I plan on visiting soon!**"*

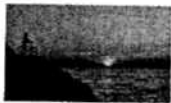


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## Consumer Feedback

*"The current set of michigan.org commercials are incredible. In 60 seconds, I'm almost in tears. **Makes me want to pack my bags and head to MI for a weekend of golf; I've never played a round of golf in my life.**"*



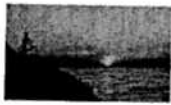
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## Consumer Feedback

*"Thanks for the information. The soundtrack makes the commercial. **I turn up the radio every time I hear it.** I am from Ohio and haven't visited Michigan in many years. In search for the title of the music, I began viewing the website in detail and I will be visiting Michigan again soon. Pass on to your management that the commercial worked."*

## Consumer Feedback

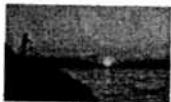


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*"I wanted to write to let you know that the "Pure Michigan" commercials you have running on the radio airwaves and which are posted as audio clips on the website are extremely well done. **It makes me proud to be a Michigander when I hear these commercials.** They are indeed collectively and individually one of the greatest campaigns I've ever heard - from the writing...to the music...to the voice over....AMAZING!!!!!! Thank you for representing Michigan so poetically and beautifully.... Can you email the name of the advertising firm responsible for creating this campaign and these commercials? I would like to contact them directly to let them how what an amazing job they did. Thank you again...."*

## Consumer Feedback



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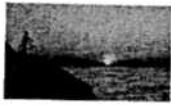
*"Asking a favor, please forward this message to whoever is managing the "Pure Michigan" campaign. This consists of "Pure Michigan" TV and radio spots that are playing regularly in the Chicago marketplace.*

*My message is, the scripting of these ads is simply the best I have ever heard. The words and the delivery speak directly to the heart and to universal human longings. Speaking as a consumer, I can say the phrase "Pure Michigan" now has a permanent, and positive, imprint in my awareness.*

*The last time I sent a message to praise an ad campaign, it was to United Airlines for their "Wings to the Orient" campaign. That was 20 years ago."*

*Greg Houghton  
Associate Editor  
Chicago Sun-Times News Group*

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